a processor and a memory responsive to said terminal and said means **allowing entry** for creating a database for a plurality of the store's customers' transaction data from prior shopping visits, such that data regarding individual customer's prior transactions are stored in association with said individual customer's unique identification code; and

circuitry responsive to said processor, memory, and database for generating a customer information response **signal** at the point-of-sale during said individual customer's transaction in said retail establishment upon detection of a unique identification code of said individual customer, said signal **being** related to said individual customer's transaction data in shopping visits prior to the current shopping visit**, and said signal providing information at said point-of-sale terminal derived from said database and useful for effectuating targeted customer promotion**.

Please add the following new claim:

12.   A system according to Claim 8, wherein said circuitry generates said customer information response signal as a function of analysis by said circuitry of said individual customer's transaction data following said detection of said unique identification code of said individual customer.

Please rewrite Claim 9 as follows:

9.   (Amended)   A system for accumulating **and using** customer transaction data at the point-of-sale in a retail establishment comprising:

apparatus for entering unique customer identification codes from customer identification presented at the point-of-sale in said retail establishment;

a terminal for entering customer transaction data at the point-of-sale in said retail establishment;

a processor and a memory responsive to said apparatus and said terminal for creating a database for a plurality of the store's customers' transaction data from prior shopping

visits, such that data regarding individual customer's prior transactions are stored in association with said individual customer's unique identification code; and

circuitry associated with said memory and responsive to the entry of said individual customer's identification code during a transaction at the point-of-sale, said circuitry **being** operable to generate a customer information response **signal** at the point-of-sale representative of said individual customer's transaction history prior to the current shopping visit, **said signal providing information at said point-of-sale terminal derived from said database and useful for effectuating targeted customer promotion**.

Please add the following new claim:

13.   **A system according to Claim 9, wherein said circuitry generates said customer information response signal as a function of analysis by said circuitry of said individual customer's transaction data following said entry of said individual customer's identification code.**

Please rewrite Claim 10 as follows:

10.   (Amended)   A method for accumulating **and using** customer transaction data at the point-of-sale in a retail establishment comprising:

entering unique customer identification codes from customer identification presented at the point-of-sale in a retail transaction;

entering customer transaction data;

creating a database for a plurality of the store's customers' transaction data from prior shopping visits, such that data regarding individual customer's prior transactions are stored in association with said individual customer's unique identification code; and

generating a customer information response at the point-of-sale during said individual customer's transaction in said retail establishment upon detection of a unique identification code of said individual customer, said [signal] **response being** related to said individual customer's

transaction data in shopping visits prior to the current shopping visit, **and said response providing information at said point-of-sale derived from said database and useful for effectuating targeted customer promotion**.

Please add the following new claim:

14. **A method according to Claim 10, wherein said generating step includes the step of generating said customer information response as a function of analysis of said individual customer's transaction data following said detection of said unique identification code of said individual customer.**

Please rewrite Claim 11 as follows:

11. **(Amended)** A method for accumulating **and using** customer transaction data at the point-of-sale in a retail establishment comprising:

entering unique customer identification codes from customer identification presented at the point-of-sale in said retail establishment;

entering customer transaction data [tat] **at** the point-of-sale in said retail establishment;

creating a database for a plurality of the store's customers' transaction data from prior shopping visits, such that data regarding individual customer's prior transactions are stored in association with said individual customer's unique identification code;

accessing said database in response to the entry of said individual customer's identification code during a transaction at the point-of-sale;

determining from said database the transaction history of said individual customer; and

generating a customer information response at the point-of-sale representative of said individual customer's transaction history prior to the current shopping visit, **said response providing information at said point-of-sale derived from said database and useful for effectuating targeted customer promotion.**

Please add the following new claims:

15.   A method for providing customer services in a retail establishment, comprising the steps of:

entering into a point-of-sale terminal a unique identification code for a customer;

entering into said terminal transaction data relating to the customer's shopping transactions;

generating and maintaining a database, including the step of correlating said transaction data with said unique identification code;

responding to entry, during a current transaction, of said unique identification code for a customer by analyzing said transaction data of the customer, including data in said database from prior transactions, with or without data from the current transaction, in order to generate a response which is a function of said data in said database from prior transactions, and by supplying said response to said terminal during said current transaction in which said unique identification code is entered, said response including information for effecting a targeted promotion to the customer.

16.   A method for providing services or promotions to customers in a retail establishment, comprising the steps of:

entering into a point-of-sale terminal an account number from a payment instrument presented by a customer, and using said account number as a unique identification code for the customer;

entering into said terminal transaction data relating to the customer's shopping transactions;

generating and maintaining a database, including the step of correlating said transaction data with said unique identification code, said transaction data including data from at least one past transaction of each customer; and